



WKMG

ORDER

Flight Dates 09/18/12-09/27/12

Contract / Revision **258491 /**
Original Date / Revision
 09/06/12 09/06/12
Advertiser **POL/American Crossroads**

Agency **Crossroads Media, LLC**
Buying Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Product
AMERICAN CROSSROADS

Agency Com 15%
Billing Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Sales Office PHI
Sales Region NAT
Agency Ref

Order Sep 00:15:00

Estimate # **952**
Alt Order # **06306442**

Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue
Priority P-3
Advertiser Ref

Primary Account Executive
 Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 48000

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	6	\$40,800.00	\$48,000.00	0.00	08/27/12	09/26/12	6	\$40,800.00	\$48,000.00
Totals	6	\$40,800.00	\$48,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/21/12	09/21/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----1--		1				\$7,000.00		0.00			
E 2	WKMG	09/25/12	09/25/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$18,000.00	P-3	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-----		1				\$18,000.00		0.00			
E 3	WKMG	09/18/12	09/18/12	Tue 2 Hour Special Tue 2 Hour Special	CM	various	-1-----	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-1-----		1				\$7,000.00		0.00			
E 4	WKMG	09/26/12	09/26/12	Wed Prime 9p Criminal Minds	CM	9-10p	--1----	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
E 4	WKMG	09/26/12	09/26/12	Wed Prime 9p Criminal Minds	CM	9-10p	--1----	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--1----		1			\$7,000.00		0.00				
E 5	WKMG	09/26/12	09/26/12	Wed Prime 10p CSI	CM	10-11p	--1----	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--1----		1			\$7,000.00		0.00				
E 6	WKMG	09/22/12	09/22/12	Sat Prime 8p Crimetime Sat 8p	CM	8-9p	-----1-	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----1-		1			\$2,000.00		0.00				
Totals														6	\$48,000.00